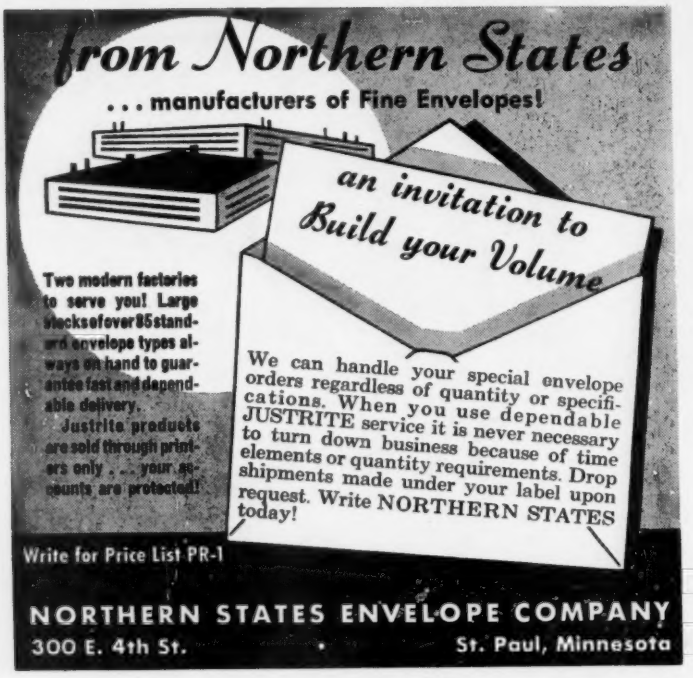
The Iowa Publisher

AND THE BULLETIN OF THE IOWA PRESS ASSOCIATION

LEARNING THE LINOTYPE—Kenneth Siversend, Waukon, seen here in SUI laboratory shop, now is at work on *Sac Sun*. (Photo by James R. Owens)

MARCH · 1954



What You May Expect In Back Shop Help From Iowa City

A trained beginner capable of setting 10 to 14 inches of type per hour the first week with a background which has emphasized clean proofs, proper word division, and careful following of copy. Speed should increase rather rapidly, depending upon the amount of machine time on the job.

A trainee who has been given "country shop" training. He will be able to set and lock up simple jobs, help with ads and make-up, do casting and feed press.

Enrollments are now being taken for Fall, 1954. Only 15 trainees will be accepted. Contact interested people in your community and have them write for details about the linotype course.

For full information, contact . . .

Newspaper Production Laboratory
School of Journalism Iowa City, Iowa

Few Weeks' Trial By Correspondent Continues 63 Years

From the Fairfield Ledger

Jennie Prince, oldest member of the *Ledger* family, paid us a visit yesterday afternoon. Recently recovered from a long illness, she was back with her old cheerful philosophy which this old world needs.

She recalled how back in 1891 as a young girl she walked into the office of W. W. Junkin, editor of the *Ledger*, and announced that she wanted to write the Beckwith news.

"He stood up," she recalls, "wiped his glasses several times, looked me over and announced that he didn't like the idea of using girls as rural correspondents. But finally he told me that he would let me try for a few weeks."

Those few weeks have lengthened to 63 years. We wonder if in all the world there is a person who has written the news of her community for a longer time. And so without making any further inquiry we are going to bestow upon her the title of having served as a correspondent for a longer period of time than any other person now living.

We learned a fact which had not been known to us: that it takes more than being bedfast to slow her down. She had continued to send in news during her month's illness. That adds luster to her title, just bestowed.

Two or three thoughts she left with us are worth repeating.

"I don't know why anybody should try to conceal their age. I've had too much fun to drop any of the years I have lived.

"Whenever anybody tells me that they had a good time I always tell them 'Well, you made it yourself.'"

Of the young folks she says: "I don't know whether they have any more fun than we did when I was young. They just go farther."

Wants Localized Releases

The *Bremer County Independent* has printed an editorial urging publicity chairmen to give local angles in promotional material they submit to newspapers. The editorial points out that nationally prepared handouts are too general.

The Iowa Publisher

AND THE BULLETIN OF THE IOWA PRESS ASSOCIATION

VOLUME 26 — MARCH · 1954 — NUMBER 3

Seven Short Courses Lined Up

University Invites Specialized Groups

SEVEN specialized journalism short courses – ranging from mechanical to photographic – are being held on the State University of Iowa campus at Iowa City this spring. The first of these, the sixth annual mechanical conference, has been underway during production of this issue of *The Iowa Publisher*, and a meeting of the Iowa Press Women will be March 27 and 28.

Other short courses are: High School Vocational Conference, April 3; Circulation Short Course, May 2 and 3; News Photography Short Course, June 4, 5 and 6; High School Publications Workshop, June 7 through 12 and High School Publications Advisers' Workshop, June 14 through 18.

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Mechanical Conference

About 100 Iowa newspapermen were expected to attend the sixth annual State University of Iowa newspaper mechanical conference in Iowa City, March 12 and 13. On the program for Friday afternoon was an hour and one-half demonstration of routine maintenance on a Model 8 Linotype by C. F. "Cy" Morse, serviceman from the Goss Printing Press company.

Henry Africa, head of the school of journalism newspaper production laboratory, was to explain each step in the demonstration and to recommend specific daily, weekly and monthly Linotype care, and especially how to use the five Linotype lubricants at the approximately 150 lubrication points on the machine.

Attending newspapermen were to bring up machine problems and expert machinists from Ludlow, Linotype, Multilith, Intertype, Goss and Challenge were to diagnose and solve these problems through demonstrations at machines.

Olaf T. Gylleck of the Challenge Machinery company was to speak at the Saturday noon luncheon on "Paper Drilling and Scientific Diversions." On the program for Friday and Saturday evenings was N.C.A.A. basketball in the university field house.

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Iowa Press Women

The Iowa Press Women, a statewide organization composed of women employed in the mass communications media, will hold their spring meeting at the State University of Iowa, Saturday and Sunday, March 27 and 28.

Registration for the two-day meeting will begin at 1 p.m. March 27 at the university's Communications Center, and will be followed by a tour of unit one of the new center.

A board meeting, followed by the general business meeting scheduled for 2 p.m., will precede the election of officers for the coming year. After the meetings, the group will adjourn to the center's conference room for a coffee hour.

"Variety in News Content and Picture Content" is the topic for a panel discussion planned for 4 p.m. Jeanette Stein, Ottumwa; Jean Strong, Cedar Rapids, and Mrs. Edith Mooar, Newton, will participate in the discussion. Miss Strong will speak about pictures, Miss Stein will talk about content in stories, and Mrs. Mooar will discuss columns.

Charles E. Barnum, instructor in journalism at the State University of Iowa, will moderate the discussion and act as general commentator.

Prof. Leslie G. Moeller, director of the State University of Iowa school of journalism, will address the dinner meeting, scheduled for 6:30 p.m., at the Iowa Memorial Union. Professor Moeller will speak on "Creative Imagination."

A breakfast has been planned for Sunday at 10:30 a.m. at the Jefferson hotel.

Housing facilities have been made available to the Press Women at the Iowa Center for Continuation Studies.

Mrs. Helen Vanderburg of Shell Rock is president of the Iowa Press Women, and the program chairman for the spring meeting is Mrs. Louise Freese of Sioux City.

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Vocational Conference

The State University of Iowa's annual Conference on Vocations in Mass Communications will be held in the Communications Center at Iowa City Saturday, April 3. The one-day conference is sponsored jointly by the school of journalism and the extension division.

The vocations conference is planned for high school seniors who are interested in career opportunities in the

various fields of journalism. Invitations have been sent to every high school in Iowa, as well as nearby schools in Illinois.

Men prominent in communications in Iowa business and industry will make up the conference staff of speakers. Separate sessions will be conducted in the fields of news-editorial journalism, advertising, pictorial journalism, public relations, community journalism, circulation, magazine journalism, and radio-television. There will be a special session presenting career opportunities in journalism for women.

Included in the staff of speakers will be Harry Boyd, editor of the Cedar Rapids *Gazette;* John Hollingsworth, director of advertising for the Iowa-Illinois Gas and Electric company, Davenport; John S. McLaren, head of Fairall & Co., Des Moines; John Jones, advertising manager of the *Bulletin - Journal,* Independence; David Archie, editor of *The Iowan,* Shenandoah; Carl Hamilton, editor of Iowa Falls *Citizen;* Dick Yoakam, news director of KCRI-TV, Cedar Rapids; and Carl Franks, photographer, Cedar Rapids *Gazette.*

The entire school of journalism faculty will be available for personal interviews with high school students throughout the day. Lester G. Benz, who is in charge of high school journalism relations for the school, is program director for the conference.

* * *

Circulation Short Course

The fifth annual Iowa Short Course on Newspaper Circulation will be held at the State University of Iowa in Iowa City on Sunday and Monday, May 2 and 3.

A program of interest to daily newspaper publishers, business managers and all circulation personnel will be presented at the day and one-half meeting. Prof. Wilbur Peterson of the school of journalism stresses that this is not a short course for college students but rather continuing education for newspaper personnel. Both practical circulation men and university educators appear on the program.

Registrants at the Iowa short course of a year ago came from 12 states, and a similar attendance is anticipated this year. "We hope especially this year that every daily newspaper in Iowa will have at least its circulation department represented at this meeting," Peterson said.

Nearly all of the opening day this year will be devoted to carriers. Among the tentative topics are "How We Ended our Recruiting Troubles," "Developing a Carrier Training Program," "Effective Carrier Promotions, Past and Present," and "Motivating Greater Responsibility Among Our Youth." These same topics will serve as the basis for a full evening of roundtable discussion Sunday night.

The Monday morning program will take up such matters as mail subscriptions, training of district managers, fundamentals of teaching youth, and new challenges in sales and marketing.

Typical of many comments received from circulation men who attended last year's short course are the following.

"The Iowa Short Course was the finest and most informative circulation meeting I have ever attended."

"The Iowa Short Course is worth double the hours and money it takes for the trip."

"The meatiest circulation meeting I have ever attended."

"I believe that the benefits derived . . . warrant attendance by most newspaper people who are sincere in their search for practical knowledge of better circulation organization and operation."

Moderator for this year's short course is Jess B. Birks, circulation manager of the Cedar Rapids *Gazette.* Others assisting Prof. Peterson in arranging the program are Ed Mill, circulation manager of Davenport Newspapers; E. J. Liechty, circulation manager of the Iowa City *Press-Citizen,* and C. K. Jefferson, assistant circulation manager of the Des Moines *Register* and *Tribune.*

* * *

Photography Short Course

The seventh Iowa news photographers short course and the annual convention of the Iowa Press Photographers association will be held on the State University of Iowa campus at Iowa City June 4, 5, and 6.

Photography for television will be a new angle on the program. This will be developed in a talk by Don Padilla of station WCCO, Minneapolis, and also by a tour of the television laboratories of the university. Padilla, a former secretary of the Iowa Press Photographers association, is now in charge of news photographic shooting at the Minneapolis station.

The tour of the TV studios will give opportunity to see how the studio and engineering and editing operations of a large television station are conducted.

There will also be a tour of the new photographic laboratories of the school of journalism in the Communications Center.

Don Ultang of the Des Moines *Register* and *Tribune* will discuss news coverage with a 35 mm camera.

Wayne Bell, head of photography on the Minneapolis *Star-Tribune,* will discuss sports coverage.

A panel on the opportunities for newspaper use of pictures is being arranged by Giff Hampshire of the Fairchild corporation, which is the Scan-a-Graver company. Participants in this panel will be representatives of Iowa newspapers.

The annual banquet, Saturday evening, is to be held at Curt Yocum's restaurant at the west edge of Iowa City.

Headquarters for the convention will be in the Continuation Center, as last year.

The annual photographic contest and beauty contest are being arranged by committees of the Iowa Press Photographers association.

Buys Wilton Advocate

W. L. "Fritz" Arrowsmith, former owner of the Solon *Economist* and manager of the Tribune Publishing company of Cedar Rapids, has purchased the *Wilton Advocate* at Wilton Junction.

Dr. Rush Sugg

Dr. Rush Sugg, 69, Sabula dentist who for several years has written weather articles for the Sabula *Gazette,* died lately following a stroke.

"Mother's Diary"

Iowa Columnist's Home-Talk Is Winning Wide Audience

Homey Iowa columnist Grace Jones of the Manson Journal *has been widely quoted and appreciated for her familial type of insight. Her neighborly chatting about the family has been so sensible and so earthily wisdomic that "Mother's Diary" has become for her readers a cogent handbook on child rearing and graceful manipulation of situations involving youngsters.*

She says:

It is truly educational to listen to a youngster telling a story. Only a child could possibly get God, Santa Claus and Henny Penny all in the same tale!

We often refer to children as "little pitchers" who readily absorb everything they hear and see and "pour it out" at the most inopportune times and places. But they are little mirrors, too, reflecting their environment for all the world to see.

Grace Jones comes from South Dakota, is a two-year graduate of Iowa State Teachers College and taught school for six years prior to marrying Lloyd E. Jones, publisher of the Journal.

Also a former director of Iowa Press Columnists, in her following letter to The Iowa Publisher *she tells about her columning adventure.*

It all began way back in August of 1944 when my husband left Waterloo for Manson on the first step to realizing a long-cherished dream, a country newspaper. I was left with the children and the moving and the half-hearted consent that I might try my hand at writing a column for his new venture.

I think I had an idea that I would write a Harlan Miller type of thing, very clever and sophisticated. The only handicap was that I wasn't the least bit clever or sophisticated. So I hadn't the slightest notion what kind of a column I would write, until one evening on the porch I regaled a friend with an account of my hectic afternoon, filled with children, a cake, a frosting that got out of bounds, and the cleaning that didn't get done.

When my friend got through laughing, she said to me seriously, "Well, there's column material, isn't it? Write

GRACE JONES

it down just like you told it to me and send it to Manson."

I had never really heard of a column like that, but I wrote it, sent it to Lloyd, along with a dissertation on six-year-old daughters. They were published under the heading "Mother's Diary" and thus it was that I was burdened with a weekly chore that so far no one has allowed me to abandon.

I had three children when I started and have six children now. They provide me with a lot of my material. The readers of the "Diary" are spared nothing in the matters of child rearing. I share all my troubles and delights from the agony of arising for the 2 o'clock bottle to the perils of entertaining 12 girls at an 8th grade graduation party.

All my own troubles and joys are put down in print for all to read, how I diet without losing weight, how I painted a baby basket and how I finished mixing my first angel food cake by candlelight after the electricity failed. I also write about books, recipes, my husband, other people's children, and my childhood memories.

I have come to the conclusion that people like to read it because it parallels their own experiences. Grandmothers remember when their own children acted just like mine and mothers are comforted to read that Martha won't eat *her* lunch either, and that I, too, get weary of housework.

It delights me to have a woman tell me that her elderly mother grabs the *Journal*, turns rapidly to my column and chuckles "Wonder what Mrs. Jones is up to *this* week."

But the comment that really sent hot and cold chills up my back was from a young mother who told me that every Thursday evening the "Diary" was her children's bedtime story. I have been mindful of that ever since, when I sit down to sweat out the weekly stint.

The most important thing about my writing is not its value to readers, but to me. It has given me what any housewife and mother often needs, a perspective. During my most hectic and trying experiences I find that the columnist in me stands off to the side thinking how funny it is going to sound in print!

The only time I really think of myself as a real live columnist, however, is when I attend a columnists' convention or when, on rare occasions, I am quoted in one of the Des Moines papers.

Koester Gets Appointment

Carl T. Koester, treasurer, controller and assistant secretary of the Des Moines *Register* and *Tribune* company, has been appointed to the punched card accounting committee of the Institute of Newspaper Controllers and Finance Officers.

Born On Press Day

A son was born Feb. 17 to Mr. and Mrs. George S. Forbes, publishers of the Aurelia *Sentinel*. The infant arrived on press day and, as Forbes wrote: Small Boy Slows Up *Sentinel* Publication.

Researchers Discover

Prospective Journalists Need More Guidance from Editors

Editors and publishers are the main source of vocational guidance for students considering a journalism career, according to a survey at the State University of Iowa school of journalism.

The survey was conducted by Frank V. Whitley, journalism research assistant, under direction of Lester G. Benz. The former Osage publisher, head of community and high school journalism, wanted to explore the journalism background of the school's undergraduates. A representative sample of half the 190 students was used.

More than 50% of the students said they had talked to at least one journalist prior to their career decision. Of these, 67% went to newspaper personnel for advice, usually to the local editor or publisher. Advice by these persons varied. Most students were urged to enter journalism and to prepare for this career by attending college. Frequently advised was that students study journalism while gaining a background in other subjects.

The survey shows that in most cases the vocational guidance sessions were initiated by students, not by working newspapermen. Whitley points out that although 55% of the students sought advice, the remainder did not, which raises the question: "How many high school journalists who went into other fields, would have prepared for a journalism career if they had been contacted by local editors?"

Benz said that newspaper editors have been lax in seeking out prospective journalists among high school students. "It's to the editors' advantage to recruit high school students into journalism because of the shortage of trained help," Benz said.

Editors should know when to approach students. The survey shows that almost two-thirds of the students began "seriously considering" a journalism career in the 9th, 10th, and 11th grades. And the greatest number chose careers in the senior year of high school and sophomore year of college.

Important to students are such questions as: What are the advantages and disadvantages of journalism? Which branch of journalism should I enter? What are employment opportunities? Should I go to college? What college should I attend? What should I study at college?

Students' reasons for choosing journalism as a career are noteworthy for newspapermen. More than half (54%) entered journalism because they considered it to be "interesting, likable, varied, and exciting work."

Writing and other journalistic experience students received in high school classes, on school publications or in professional work was the second most mentioned reason (43%). Third (28%) was "the desire to write and use originality," followed by "opportunities in journalism and chance for advancement and self-improvement (24%)."

The survey disclosed that the more journalism experience the student receives, the greater his likelihood of embarking upon a journalism career. Almost every undergraduate who had high school journalism courses and/or publications work, felt that this experience had a measure of influence on his career decision. Thirty-six per cent of the students took journalism courses, 71% were on the newspaper and 53% were on the yearbook. About one-fourth had full or part-time professional experience.

Whitley suggested that editors can best alleviate their help shortages by counseling interested students at the right time, by promoting high school journalism and by giving part-time jobs to promising students.

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Press Responsibility Discussed by Women

The responsibility of the press in regard to release dates and content was discussed by a panel at the anniversary meeting of Iowa Press Women in Des Moines Feb. 13.

Press rights and privileges concerning news releases were covered by Edith Mooar, women's page editor, Newton *Daily News;* Vina Thorpe, co-publisher, Thorpe Publications, Des Moines, and Jo Baumgartner, public relations chairman for IPW, Des Moines, who was moderator.

Under attack was the alleged practice by some reporters of using data from public records in face of an agreement not to use it until all reporters could get at it. Although the press women respect freedom of the press, they nevertheless resent having some reporters jump the gun on material others have helped to develop through research. Also, they pointed out, important material should be widely circulated and well played instead of appearing as run-of-the-mill stories in a few papers.

Vina Thorpe, speaking for weekly newspapers, said that the weekly press loses out when women's clubs give a specific release date to weeklies and dailies. However, if a weekly newspaper is permitted to run a publicity release as soon as it is received, for instance prior to the social function concerned, the weeklies have a better chance to compete with dailies in news coverage.

The daily and weekly press women agreed that a woman's organization story can be fairly handled by both weekly and daily newspapers if the former plays up news about local committee heads and community leaders involved and the latter plays

up high spots of the program.

Editor Mooar stressed that the Newton *Daily News*, being in an industrial and farming area including a cross section of many phases of social activity, must conform to all standards of the press, must print all the news all the time without partiality.

She said that because Newton is known as a typical American city and as a world-wide industrial market, all phases of metropolitan journalism are in evidence.

In summarizing the panel discussion, Miss Baumgartner said that ideas brought forth enabled weekly and daily newspaper personnel to re-evaluate coverage problems in such a way as to improve press relations.

About 50 Iowa Press Women attended the noon birthday luncheon and afternoon program. Mrs. Helen Ankeny, national president, and Mary Turkington, both of Topeka, spoke before the group. Mrs. Helen Vanderburg of Shell Rock, Iowa president, presided at the business meeting and announcement was made of the general spring meeting for March 27 and 28 on the campus at the State University of Iowa. Virginia Coverdale of the school of journalism and Dorothy Pownall of the Iowa City *Press-Citizen* are in charge of arrangements.

Reporter Finds New Fire

A Harlan *News-Advertiser* reporter recently went to one local fire, the city's fire fighters to another. A few moments late in beginning his usual pursuance of the fire truck, the reporter mistracked and came across a "fire of his own" which hadn't been reported.

But even after seeing both fires he didn't find enough damage to be photographed.

John Ford

John Ford, 85, former newspaperman at Malcom and Wesley, died Feb. 12 at Bettendorf. He started in the printing trade at the age of 15 near his birthplace – Birmingham, England – and came to the United States with his parents in 1884, working with the Des Moines *Daily Capital* prior to managing his own newspapers.

Lists of Relatives

Directory of Local Families Aids Clarion Society Editor

By G. Wiley Beveridge

Co-publisher, Clarion Wright County Monitor

In order to speed up the handling of news taken by telephone, and to improve the accuracy in the use of names appearing in the news from time to time, the *Monitor's* society editor has in the past few months worked out a directory which now contains over 300 family names in Clarion.

An ordinary school looseleaf binder is used, paper 8 by 10½ inches. One sheet is used for each family.

At the top appears the name of the husband. Underneath appears his wife's maiden name, if known. The next few lines contain the names and addresses of their children. The next group includes the names of his brothers and sisters, and their addresses. The next group includes names and addresses of her brothers and sisters.

SPECIMEN DIRECTORY SHEET

DOE, John William

Wife's maiden name: Jane Smith

Children:

Mary: Mrs. Joe Hardy, Kalamazoo, Mich.

Ruby: Mrs. John Zimmerman, Chicago, Ill.

Colleen

JoAnn, b. Dec. 25, 1951.

His brothers and sisters:

Mrs. Ann Mikelson, Pittsburgh, Pa.

Joseph Doe, Los Angeles, Cal.

Isaac Doe, Houston, Tex.

Her brothers and sisters:

June Smith, Mobile, Ala.

Mrs. Alex Ripley, St. Louis, Mo.

Mrs. Felix Doolittle, Honolulu, Hawaii.

His parents:

Mr. and Mrs. William Doe, Detroit, Mich.

Her parents:

Mr. and Mrs. John Smith, Detroit, Mich.

The purpose of this is that when somebody calls up and says, "I'm going to visit my sister in Florida for a month" the directory helps the reporter to pick up the correct name and address with a minimum of effort and time.

Additions are made to the directory every week as they appear. Births are immediately added in the proper places. Every wedding which points to the fact that the couple will reside in this community means the insertion of a new page.

This plan is not original. It was carried on for several years while I was located at Sumner. I believe I picked up the suggestion several years ago in the *Publishers' Auxiliary*.

We have found this directory especially valuable in recent years when we have had to depend more on young, inexperienced girls just out of high school.

Stevens at Fort Dodge

Walter B. Stevens, 37, editor of the Fort Madison *Democrat*, is new managing editor of the Fort Dodge *Messenger*. He succeeds the late Joseph Givando.

Stevens has been editor at Fort Madison since 1948 and was with newspapers at Excelsior Springs (Mo) and Brainerd (Minn).

Richard Mershon, 31, city editor of the *Democrat* for eight years, was to be editor.

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Iowa Publisher Editorials

Criticism of the Paper Is Good for the Editor

Whenever you undertake to talk about the newspaper business with someone who is not a newspaper man you wind up with hearing a lot of criticism of the papers. Mostly people make fun of the papers for their inaccuracies and their errors.

One cannot deny the presence of such errors as there are. Yet one hates to take the defense by trying to explain the difficulties of the job. In some ways one would like to avoid the subject altogether. Also there is a temptation to impatience with people who think they could run the newspaper better than the editor.

As a matter of fact such a session occasionally is good for the editor's soul. It not only keeps him up on his toes but it gives him an insight into the minds of his customers. The reader may or may not be indicating how well he thinks he could run the paper himself, but he surely is entitled to tell what he would like to read. The editor is fortunate to be able to get a first-hand customer report straight from the shoulder almost whenever he needs it. And if the report turns out to be a bit of praise for a piece of work well done – as sometimes can happen – it is a boon greatly to be prized.

Time for Editorials?

How do you find time to write editorials? More strictly speaking, how do you find time to get the information on which to base authentic editorials? Perhaps one can get some hint by studying the way in which Houstoun Waring, editor of the Littleton (Col.) *Independent*, allocates his time. He reports that in a typical work week of 65 hours he uses for news gathering and writing 14 hours; background reading, 10; editorial writing, 1.5; production, delivery, 6; janitor work and maintenance, 1; employee matters and payroll, 1; accounting and collections, 3; civic meetings and lectures (averages 5 a week), 7.5; advertising, 3; printing and purchasing, 6; proofreading, 2; circulation, 0.5; letter writing, 0.5; answering citizen's queries, 1.5; paying bills, 0.5; attending to mail, 3; making notes in bed, 0.5; travel, 1; photographs and photoengravings, 0.5; miscellaneous, 2.

So far as editorial writing is concerned, Waring's schedule seems to mean that you put in an ordinary 40 or 50 hour week and then devote 10 or 12 hours to background reading and writing. What it amounts to is that the editorial writing is a hobby, and that diagnosis is borne out in Houstoun Waring's case. For a really dyed-in-the-wool successful editorial writer, editorial writing ought to be a hobby.

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And the Bulletin of the Iowa Press Association

Published monthly at Iowa City, Iowa, by the State University of Iowa School of Journalism

Edward F. Mason, Editor
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It's All Right, Bernie

Publisher Bernie Wickstrom of the Stanton *Viking* says he's sorry to be so late in sending information for the 1954 IOWA PUBLISHER directory.

"You may have read," he writes, "that the *Viking* had a $4000 fire on Dec. 23 and only now have I had time to catch up on my much neglected correspondence. Back issues of the *Viking* were among the items lost in the fire and so I have not enclosed a copy of the post office statement.

"Of interest to THE IOWA PUBLISHER might be that Feb. 26 the *Viking* will make trophy awards to the most valuable and most improved players on both the Stanton girls' and boys' basketball teams. In accordance with IHSAA rulings, these four trophies will be kept on display in the *Viking* office. The selections will be annual and names will be added to each trophy for the coming 10 years. Selection of the players to be honored is by the *Viking* staff.

"Also, ye editor became a father for the first time in January. Valerie Dawn Wickstrom was born Jan. 16 and weighed 7-2.

"Details of both the fire and the arrival may be noted from tearsheets enclosed. Incidentally, although the fire was on press day-morning, the *Viking* has never missed an issue. Again my apologies."

Sells Wapello Newspaper

The Wapello *Republican* has been sold by Mark Green, editor and publisher for the past six years, to Frank Lunsford and James Hodges, former co-publishers of the Keosauqua *Republican*. Hodges has taken over active management of the Wapello newspaper.

counting and collections, 3; civic

Society Ed Sells Articles

Virginia Newman, society editor of the Webster City *Graphic* for four years, has published articles in *Wallace's Farmer* and the *Iowan*. They were part of her work in the Iowa State college school of journalism, where she is a senior.

President Burrows Says

Eisenhower Requests Help From Weeklies for Safety

By John R. Burrows
President, Iowa Press Association

It was my pleasure to attend the "White House Conference on Highway Safety" in Washington, D. C., Feb. 16 to 19. My invitation was from President Dwight D. Eisenhower and was one of many sent to people in business, agriculture, labor, women's groups, public office and the media.

Probably many present hoped that magical ways and means of eliminating highway accidents would be developed at the meeting, but no one seemed to feel confident that this would happen. In his speech before the group, President Eisenhower said: "There have been more people killed in automobile accidents than in all wars in which the United States has been engaged since its founding."

A war-time general, the president was impressed by this fact and he emphasized before more than 1,500 attending that action should be taken to lessen the accident toll. The conference was for the purpose of getting this action through cooperation of groups in the United States and Canada.

Following general sessions, delegates assembled with their professional groups. I attended the media meeting in which various problems were discussed. Then the media group was divided into sub-groups such as weekly newspapers, daily newspapers, radio television, movies and magazines.

The weekly newspaper meeting included about 40 publishers and association managers plus the safety experts, who were to determine how the country's weekly press can get behind the safety program. The conclusion was that the old idea of localizing accident news stories is still the best one for selling people on safety. Cartoons and kits also were recommended to be supplied to publishers.

The weekly meeting included discussion of safer driving, more uniform laws, better trained local officers and more teen-age driver training. Reports of the various groups were given to Vice-President Richard Nixon for study by a new permanent committee.

☆ ☆ ☆

In Washington, members of the Iowa Congressional delegation were contacted on the matter of eliminating government competition in printing corner cards on envelopes. Favorable prospects are in the making for elimination. It won't hurt the cause if publishers drop a line to their congressmen and senators on the subject. They want to know how folks feel about such matters.

"Simplified mailing" also was discussed and it is hoped that the postmaster general will rescind his order of last fall. This does not call for legislation, but for an order to be rescinded or modified.

It is in order to pay tribute to members of the Iowa congressional delegation in Washington for their interest in newspaper problems. They have been receptive to information and anxious to aid. Karl LeCompte, of course, is referred to on matters affecting newspapers. He stands well with congress and is well versed on national affairs.

Congressman H. R. Gross, Iowa third district, is a ranking member of the postal and civil service committee. He and Congressman Hagen (a newspaper man) from Minnesota have been postal committee proponents of holding the line on postal rate increases as they affect newspapers and also on the government printing of corner cards on envelopes. These men have opposed unfavorable legislation.

It is not to be construed from these remarks that the Iowa Press association endorses any candidates for public office. They do not, can not, and will not. The remarks are from my observation. However, it is only fair that their efforts on our behalf be called to your attention.

Paul Woods of the Sheldon *Mail* also was a delegate to the "White House Conference on Highway Safety." He presented practical ideas based on Iowa accident statistics.

• • •

One of the best-ever programs is being planned for the annual convention of the Iowa Press association. Don Reid has some fine speakers, interesting panels and group meetings lined up. More efforts will be devoted toward entertaining ladies of the Iowa press. Make plans now to go. The dates are May 5, 6 and 7. Don't delay in making hotel reservations direct with the hotels.

• • •

It is your duty as a newspaper publisher to help prevent accidents. Why not try to carry a brief note in each issue on ways and means of preventing accidents? When a serious accident does occur, it is an opportunity to bring home to your readers the necessity of accident prevention. Iowa needs better signals, more uniform laws, better police officers and judges (J.P.'s), elimination of bad curves, bridges, obstructed corners, more driver-training courses in school and a better educational program directed especially to teen-agers.

All of us can do a better job. Colorado has demonstrated what can be done with youth driver training. Iowa also can take leadership in this phase of safety in co-operation with the governor, legislature, police officers, sheriffs, and local town government, and a determined effort on the part of Iowa newspapers, radio, television, etc. Don't "let George do it"; do it yourself.

Chamber Honors Disrud

Al Disrud, publisher and co-owner of the Monroe *Mirror* and co-owner of the Prairie City *News*, has been named "The Outstanding Young Man of Jasper County" by the Newton junior chamber of commerce.

Corey in Minnesota

Ray Corey of Dunlap has joined the staff of the Worthington (Minn) *Globe*, a daily newspaper.

Whimsical Commentator

Finds Ten Points to Watch For Good Editorial Page

By Chapin Collins
Montesano (Wash.) Vidette

A man without a backbone and a country, a Colonial house without shutters, a Christmas tree without tinsel, – that's a newspaper without editorials.

Whether the editorial page is good, bad or indifferent, the newspaper with one has character, even though the character may not be all that is desired. Without an editorial page, a newspaper is French dressing without salt or pepper.

But let's face it. Many editors are contradictions in terms. They can't write good editorials, or believe they can't, which amounts to the same thing. Rather than expose their lack of a searching mind, incisive wit and an ability to express themselves, they take refuge in silence. They abdicate the editorial sanctum and become proprietors of advertising circulars more or less generously larded with news. Some of them make a lot of money doing this, but you can't call them editors. They spring, not from Horace Greeley, but from P. T. Barnum.

All power to them, in their place.

Some of them take refuge in the statement that nobody reads the editorials. When a paper confines its expressions of opinion to stirring defenses of mother love, forest fire prevention, honesty and the P. T. A., of course nobody reads the editorials.

BEST PART OF PAPER

On the *Vidette*, we consider our editorials the best read part of the paper, next to want ads. The other day, enjoying that siesta they give you after a blood donation, I was roused by a neighboring raucous voice which demanded: "Ain't you Collins?"

"Yes," said I. "What of it?"

"Well," said he, "the F. B. I. won't like you."

"Why not?" said I.

"Why, that editorial you had last week."

Now, that chap's a logger, and he doesn't belong to the upper crust in our town. He gets drunk once a week, or oftener. He has had a number of wives, but is currently single. Naturally, I forgive him, because he reads our editorials.

If your friends are confined to businessmen, there's no wonder you get the idea that nobody reads editorials. Businessmen, on the average, read nothing except invoices. No, they also read their own advertisements, doubtless in the hope they will find a typographical error and sustain thereby an argument for a credit.

Perhaps I'm harsh in this instance, but I'm making a point. Too many of our publishers address their papers to the merchants, who don't read them much, and forget their subscribers, who read them a lot. You can't get much business for your town by talking to the merchants; their wives probably shop at Magnin's and Frederick & Nelson's anyhow. Besides you can tell them bluntly their advertising isn't directed toward themselves, but to the people who read your newspaper.

My assignment is to suggest 10 ways to attract readers to your editorial page. Of course, there is one primary way, which is to write good editorials. If you do that, you don't have to worry. But some of these suggestions are intended for editors who worry.

DRESS UP THE PAGE

No. 1: Don't treat your editorial page or section like something God forgot. Some fairly large papers carry a one-column masthead with a minimum of information, and no promotion, and under it they drape an editorial or two, giving the general impression that they are ashamed of the whole business. Treat your editorials to a decent typographical gown, remembering that some of history's greatest glamour girls have been well-dressed, well-groomed witches.

The next several numbers in my list of suggestions have to do with this sort of thing: How to create interest in your editorial page without straining your intellect.

No. 2: By all means, an old news column. Any paper five years old or more can have one. Many don't. Next to my own editorials, it's the most interesting thing in the *Vidette*. And so easy to do. Only, don't trust it to the new girl. She'll be bound to note the wedding of Mr. and Mrs. Smith of 25 years ago, not knowing that they were divorced a year later, and that each has been married twice since. With more and more people getting older and older, this column is more interesting to a lot of readers than what is happening today.

USE EDITORIAL CARTOONS

No. 3: Dress up your page by using some of the multitude of good editorial cartoons offered to us for no cost. "Our Great America," by the American Forest Products Industries, is one. It plugs wood now and then, which isn't a bad idea in our area. The merchant marine, the navy, a health service and many others put out some good stuff which you can run without prostituting your editorial columns. If you are too particular, you can buy a cartoon service, but they are usually more bland than skimmed milk.

No. 4: The University of Washington is putting out some good stuff on health and home economics. My own complaint with both of these columns is that they are too long. A good editorial page feature should be under five inches, in my thinking, and perhaps we can influence the university powers to agree. Personally, I like the question and answer system for such features. The current attempt of the legal profession to get some free publicity has some merit, but here again the material is too lengthy. If they could get it down to the proportions of a somewhat similar feature in the *Saturday Evening Post*, this, too, could add to the interest of your editorial page.

BE YOUR OWN SYNDICATE

No. 5: Be your own syndicate. You can go into the market and buy such

things as a "Poem for Today", a "Thought for Today", and "Today's Text." You can do the same thing for yourself if you own a Bible, a copy of Shakespeare and another of "Bartlett's Familiar Quotations." Personally, I don't care for these microscopic gems, but apparently a lot of people do because lots of papers run them. You can do it for free, and perhaps create an impression of erudition which you otherwise lack.

At this point, I'm afraid I shall have to ask the editor himself to contribute something to his editorial page. In fact, all that I have mentioned is merely window dressing, a sort of stage setting for the great performance: "What does the editor think?"

Here, I must utter a word of caution. While most of us have a better conception of national and international affairs than those who are currently running them, our readers, knowing us rather intimately, may not share this opinion. If they knew Drew Pearson, Fulton Lewis Jr. and Marquis Childs intimately, they might have the same opinion of them. In some cases, more so. But they are distant, and enjoy the advantage of the distant field which is always greener.

So my next suggestions have to do with editorials that are local.

APPRECIATE PEOPLE'S DEEDS

No. 6: Don't neglect the man or woman who is doing something in your town. Write a nice little note of appreciation – don't be flowery about it – and you'll have family and friends buying extra papers. Most people don't do momentous things, so don't wait for momentous happenings. Say a "thank you" for a little service.

No. 7: If you have neglected to do this while the subject is living, say a nice word about him after he dies. Death is a mighty important thing in any family. If you can find any reason whatever to do it, voice an appreciation of a person's life, realizing that most people mean well even if they don't accomplish much. Sometimes, just raising a good family contributes more to the community than all the mouthings of public characters.

TACKLE LOCAL PROBLEMS

No. 8: Tackle local problems. You can do this, without calling the mayor a dog, if you are well acquainted with the problems. Don't wait for them to be discussed in the city council. Express your opinions in advance of happenings, and often you'll find that others are grateful for the guidance. Of course, in such instances, you'll often find your own opinions being quoted back to you, with the suggestion that you ought to follow them. That's one of the satisfactions that an editor gets.

Nos. 9 and 10 are both Dont's: Never be sarcastic. Sarcasm cements enmities and loses friends. Don't be funny unless you are very sure you are. Local jokes are very often misunderstood. As a rule, your readers are not subtle people, and their eyes are not sharp enough to detect you splitting hairs.

BE YOURSELF

For No. 11, one over the bounty: Be yourself. Forget the rules. Once, I was taught that an editorial page should have four types of editorials. 1. National. 2. International. 3. Local. 4. Funny or whimsical. That's textbook stuff.

Therein is one of the reasons why so many editorial pages are weak and are skipped by readers. No one man can even reach the heights of mediocrity if he attempts to cover such a broad field. You know of dailies with one-man editorial page departments; the poor chap, defeated before he starts, turns the crank and out comes hamburger. On the contrary, there are dailies which employ specialists. On the *Oregonian*, for example, Stewart Holbrook handles forest and allied subjects, mighty important in that field. Ben Hur Lampman became famous as their purveyor of delicate humor, reminiscence, nostalgia and whimsy. Other men, equally capable, handle other subjects. The result, usually, is a pretty authoritative piece of good writing.

But, to help you in a tight spot, I suggest the aid of an *Encyclopedia Britannica*, a *World Almanac* and a *Who's Who*. With even that slight library, you can often astonish your clientele.

Summing it all up, be yourself. Write to please yourself. The best writing, I think, is directed to a recipient. You get much more of yourself into a letter to a dear friend than you do in an address to the general public. So make your editorials a series of letters to your best friend. Frankly, whether readers like it or not, I write my editorials for myself. I have a good time doing it. If there's time, I let them sit a day or so, and if they don't interest me any more, I throw them away. Be as personal as your writing ability will permit. In time, you'll become a town character, which is an asset no one can ever take away.

At least, let's hope it's an asset.

Osterholm Invents Job Printing Aid

A Glenwood printer, O. C. Osterholm, has invented a "gauge and stripper pin" to use in job printing of small items like letterheads and envelopes. This "Hold-Tite" device is to be marketed by the Carpenter Paper company of Omaha.

The pin isn't his late brainchild. Osterholm invented and patented it about 47 years ago but did not attempt to market it then. In fact he had forgotten about his invention until he chanced upon several of the old pins hidden away in the Glenwood *Opinion-Tribune* plant, where he was once foreman.

Osterholm is in California, where the device is being manufactured. He started his newspaper career at the age of 13 in Essex, has operated newspapers in Emerson, Manilla and Elkhorn, and was foreman of two daily plants – the Kearney (Neb.) *Hub* and the Janesville (Wis.) *Daily Record*.

Kimer Receives Award From Simpson College

Lewis S. Kimer, secretary-treasurer and business manager for the Indianola *Record* and *Tribune* company, has been awarded the Simpson college achievement award for distinguished service during 1953.

The award was made "in recognition of countless hours spent as chairman of the citizens' committee for a new school building in which he gave freely of his abilities in order that this community might know its educational needs and meet them."

Ely at Webster City

B. T. Ely, Canton (Ill), is new circulation manager at the Webster City *Freeman-Journal*.

Washington Editor Tells

Ten Pointers to Remember To Make Your News Better

By Bruce Wilson

Ritzville (Wash.) Journal-Times

1. Remember that approximately half of people are women. Most newspaper editors are adult males, which means one thing to Dr. Kinsey and another to the people who read the editor's newspaper. What it means to these people is that in many instances they are going to get primarily the news of interest to adult males, because if something doesn't interest the editor it usually doesn't get in the paper. Women do most of the family buying, and they're the people we want most to read our papers. In our town, at least, women sign far more than half the subscription renewal checks. Yet we either ignore the women's outlook altogether or consign it with a sigh of relief to an underpaid hireling with no previous reporting experience. I doubt if there's an adult male publisher in this state who could not improve his newspaper by consciously forcing himself to be more aware of what his women readers are interested in. Most of us need expanded society coverage. We should departmentalize it, rather than stringing our society in with legal notices and canned advice on traffic safety, and we should enliven our society page with features to women – how they made soap in the old days, or construction details on the 4-H blue ribbon dress, or a weekly "My Favorite Recipe" feature.

2. Remember the children. This second idea offers an easy means of making up to the smaller children of your community for 11 months of neglect, and it's something you don't even have to write. The children will write it for you. What's the one thing practically every American child writes during the first December he knows how to write? A letter to Santa Claus. In Ritzville the grade school principal is happy to have all the first, second and third graders write their letters to Santa as classroom assignments. These letters give us seven or eight galleys of type for publication in our pre-Christmas issues, and it is the type of type that can't be beat for intense hometown appeal and readership.

3. Remember the past. I was darn surprised, as I became acquainted with Ritzville, to realize how little most elderly people care for what's going on today. The most burning civic issue, the most controversial debate over school board policy, the most startling upset in the world of sports – all these mean nothing to many, many of your senior citizens. They are primarily interested in only two things – their own descendants, and their own past. The territorial centennial we are observing in Washington urges us to concentrate on reporting the history of our hometown areas. But we should need no urging. For each of us has a block of subscribers who take our paper purely from force of habit, and who will not actually read it unless we give them something to read – articles on the past.

4. Remember the people who work at night. In every community, as the printers and businessmen and clerks knock off work for the day, another group of people are just beginning. Frequently this second group also includes the same weary collection of printers who already have put in their first shift. But theoretically we work during the day and we are not, along with the rest of our community, very much aware of what is going on at night, that we can print. This Idea No. 4 is simply a good long feature on your hometown at night . . . the night marshal, the night cooks and waitresses and truck drivers, the night operator at the depot and night clerks at the hotels, the huge loads of groceries unloaded in town at night, the night telephone operator. They all add up to an intensely interesting feature article.

5. Remember the missing families. We adult male publishers overlook women, children, retired people, the people who work at night – and even entire families. These are the families which abruptly drop out of the community life for a week or two, then suddenly re-appear tanned and exhausted following their annual vacation. Most papers run a local on their return. But I think most vacations are worth more than a local. We try to interview everyone we can who's returned recently from a vacation. The criterion on what they tell us is: Could we get this same information from a travel folder, or would Jones here actually have had to visit the place to find it out? We're a lot more interested in a flat tire 10 miles west of Butte than in the dimensions of Yellowstone park. We're interested in everything unusual or amusing that happened to the Jones family while they were traveling, and in all the unusual comments they have to offer. We feel vacation accounts, dug for and evaluated, make entertaining reading for the folks back home.

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6. *Remember to make a deal with the publicity chairman.* We turn now more to the run-of-the-mill operation of the weekly newspaper and the first thing we find is a publicity chairman. He enters with a bushel basket filled with mimeographed releases and mats provided by the national headquarters of his club or lodge. He is convinced the event his local chapter plans to sponsor is the most earth-shaking occurrence since the fall of the Roman empire. All he wants is a large, black headline and a conspicuous, prominent place on Page 1. But nothing is so miraculous or inevitable as the total disappearance of the publicity chairman immediately following the final issue preceding the big event. Try to find him then. My sixth idea is always to make a deal with the publicity man when he first appears . . . that he'll guarantee to supply the amount of money raised, winners of the contest, high bidders on the cakes, or whatever else will make news once the event is over.

7. *Remember to search continually for new sources of news.* At first, the editor forms his beat. It isn't long before the beat is forming the editor. He wouldn't think of looking for news anywhere except where he's accustomed to looking for news. Two sources of regular weekly contact I've overlooked in Ritzville have been the power company and the railroad depot. The power company now supplies a list of customer-ordered connections and disconnections, which gives us a good weekly story on who's moved where. The depot supplies interesting pieces on special trains which have passed through town, or unusual shipments, or the dope on emergency reroutings, plus a monthly summary of boxcars loaded and unloaded in our hometown. Motels, hotels and service stations are frequently overlooked as sources of information on interesting people who pass through town. Not overlooked but often neglected are the local schools. We appreciate their handouts. We seldom visit them. Every editor should actually physically visit his local school at least once a week, and with a little initiative he can walk out bearing two of the easiest galleys of A-1 local news he could find anywhere.

8. *Remember the story behind the story.* Most of the stories we write are about things that happen. But there's a golden moment, as we pull this routine story from the typewriter and before we take it into the shop, to glance over it once more and think — is there another story here I'm overlooking? In many cases there is, and it's this second story that would provide the a la mode coverage for our reader. Here are only a few examples. The high school football squad turns out and we write it up — but how about a yarn on how much it costs to equip each player, and what do they pay these days for footballs?

A mediocre circus comes to town and gives a mediocre performance. We write a mediocre story — but we could get a good story on how the circus unloaded its equipment and set up its show. The local hotel remodels, or changes hands. We write it up. Another routine story. But the next time that happens in your town, ask the hotel-owner about his system of keys. I suggest you continually be alert for the story behind the story, or the sidelights to the main story, and even if you bat only 5 per cent in results, it will be well worth the effort.

9. *Remember to wrap up the year.* Something most newspaper readers look forward to is a year-end summary of local news. It's kind of pleasant to give the happenings of the past 12 months sort of a final going over before burying them for good and heading into the new year. Some papers skip this feature altogether. Many others run lists of headline-like sentences catalogued by issues or months. My ninth idea is that perhaps you can give your readers even more pleasure by casting about for a different means of summarizing the past year. A full page of local pictures is an ideal vehicle, or try a *Time*-like news quiz based on local occurrences during the year.

10. *Remember you're running a newspaper,* and every Friday morning you can prove it. This sounds like a tardy declaration—one day late. You'd think that most weeklies prove whether or not they're a newspaper on Thursday, when they come out. But here's what I mean. There are two types of weeklies — weekly bulletin boards and weekly newspapers. The bulletin boards carry accounts of meetings, engagements, results of football games, birthday parties, traffic accidents, elections — in other words, they report with varying degrees of thoroughness and accuracy what has actually happened, the things that have gone on so close to their own office they can hardly escape them, and the items other people brought into the office or telephoned in.

That is how bulletin boards are compiled. The newspaper — the true newspaper — goes an important step further. It is willing to dig for stories. It is willing to invest as much time and energy in a 20-inch article as it is in a 20-inch advertisement. It is willing to go after those feature articles which have far more readership than all except the hottest news stories, and which are essential to a well-rounded picture of your hometown community. I can't tell you what features to get in your own hometowns, because if you can't recognize them nobody can do it for you. But my most serious suggestion to anyone interested in improving his newspaper is to improve it Friday morning by taking one hour off from killing type, setting jobs, mailing, tear-sheets, etc. etc., and get out on the streets and work up at least one good local feature article, preferably illustrated, that will make next Thursday's paper more than a bulletin board. You can try a local crossword puzzle, you can try a third-dimensional picture, you can interview a newcomer or get a story behind a story . . . the possibilities are limitless, but the returns from this single hour each Friday morning will be as tasty to your reader as the fruits of any hour's time could be.

Installs New Press

The *Sioux County Capital* at Orange City has installed a new Heidelberg job-printing press.

Carl Hamilton Honored For Investigative Articles

Carl Hamilton, editor of the Iowa Falls newspapers, has been named winner of the Des Moines Press and Radio club's first annual Bent Cane award for "outstanding achievement in journalism in 1953."

The award was made on the basis of a series of articles carried in the Iowa Falls newspapers last fall concerning irregularities on the part of the Hardin county board of supervisors.

Hamilton has been appointed Iowa state chairman of Sigma Delta Chi, professional journalistic fraternity. In this position he is personal representative of the national president and is to serve the interests of Iowa fraternity members.

Carman Meets Subscribers On Pima Indian Reservation

Buffalo Center *Tribune* publisher George A. Carman, who has been sightseeing in southwestern United States and writing accounts for his paper, met two sightseeing subscribers during a tour of the Pima Indian reservation in Arizona. They recognized him when he entered an ancient Indian house on the reservation.

Linotype Grads Employed

February graduates of the State University of Iowa school of journalism's newspaper production laboratory have been employed in the following plants:

Bob Shepard, *Fayette County Union*; Jim Diehl, Odebolt *Chronicle*; Kenny Siversend, Sac City *Sac Sun;* Lloyd Beeler, Warsaw (Ill.) *Bulletin;* Leo Koppert, Marengo *Pioneer-Republican*; Allen Reinoehl, Winner (SD) *Advocate;* William Willroth, Mapleton *Press*; Richard Breidert, Torch Press, Cedar Rapids, and Bill Apperson, Highland Park Press, Des Moines.

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Ladies Breakfast Planned

Des Moines alumnae of Theta Sigma Phi, professional journalism organization for women, will sponsor the second annual ladies of the press breakfast at the Savery hotel in Des Moines, Sunday, May 2, according to announcement by Mary Qualley, Des Moines *Tribune* reporter, president of the alumnae group. All press women are invited to attend, including journalism students in Iowa universities and colleges.

Join Magazine Staff

Virginia Newman, former society editor of the Webster City *Daily Freeman-Journal* who is to be graduated from the Iowa State College school of journalism in June, will join *Better Homes & Gardens* as associate food editor July 1.

A February 1954 graduate of the State University of Iowa school of journalism, John Tatman, already has begun work for this publication.

Polls LeMars Families

The LeMars *Sentinel* has polled more than 7,000 families about the city's parking situation to inform city officials of the public's attitude toward the problem.

Burrows To Enter Race

R. O. Burrows, Sr., editor of the Belle Plaine *Union,* has announced that he will be a candidate for re-election as state representative from Benton county at the Republican primaries in June.

Centennial Issues at Algona

The *Kossuth County Advance* and the Algona *Upper Des Moines* plan special souvenir editions in commemoration of "Kossuth Centennial" to be held in spring.

Roos Buys Equipment

Donald Roos, lessee for the past year of the Luverne *Tribune* shop equipment, has purchased the equipment and subscription list from C. D. Elling, Garner *Leader.*

Frank L. Woods

Frank L. Woods, 75, linotype machinist and operator for 41 years with the Vinton *Times,* died recently following an illness which had caused his retirement about a year ago.

Morrow Wins Promotion

Charles Morrow, former city editor of the Audubon *Advocate-Republican,* has been promoted to the managing editorship of the Galesburg (Ill) *Daily Register-Mail.*

Mrs. Houdek Retires

Mrs. Earl Houdek, Rockford *Register,* has retired from newspapering, and her son, Charles, has taken over her duties and is full partner with his father.

Long Time Subscribers

The Elgin *Echo* has two subscribers in Madison, S. D., who have kept tab on old friends and acquaintances in Elgin for 51 years.

First Lakota Weekly

The first Lakota *Weekly* has been printed at the Buffalo Center *Tribune* plant. Publisher George Carman says that this name is temporary.

Student Works at Boyden

The Boyden *Reporter* has hired high school student Marian Vagts for part-time backshop work.

Ver Steeg Speaker

George Ver Steeg, editor of the Pella *Chronicle,* recently spoke on the duties of the country newspaper editor before the local Rotary club.

Begins 'Silhouette' Series

The Forest City *Summit* has begun a "Mystery Silhouettes" feature. Readers are to identify the profile of a local person.

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Columnist Praises 'Back Shop Boys'

Stanley Peterson, managing editor of the Hampton *Times* and writer of "The Corner" for this paper, applauds the work of the boys in the back shop in his last *Times* column.

Says Peterson:

There is one thing I'd like to chat about with you as time runs out, something that should have been done before this. When most people say anything about newspapers or newspapering, they usually think about the people in the front office, the ones they usually connect with "putting out the paper." The more I'm around this business, the more I realize that the real job of putting any paper together is not done by the people who come in the front door, they enter by the back door and punch the time clock.

These are the people who take stories and other material, much of it which would puzzle a professor of Sanskrit and get it into a form which people can understand. They change words on paper into words in metal from which newspapers are printed.

The "back shop" boys take thoughts expressed through our words and our diagrams on "layout sheets," turn them into forms of wood and metal, paper and ink by means of complicated machinery, hundreds of pounds of molten metal, a lot of sweat and mess, and years of experience.

It's not just a matter of sitting down to a machine and pecking away at a keyboard to print the many columns of type. It requires the attention of many persons doing a variety of jobs to put together a newspaper which so many of us take as a matter of fact.

Of course a few mistakes will always slip by from the time the first notes on a story are written to the time you read about it. When you consider just how much material there is in a paper and what a short time was spent in putting it together, you wonder why more errors are not made. Everyone working here and on any other newspaper is a human being just like you and there is always a chance that we might slip up somewhere along the line.

For those of you who have grown tired of reading novels and other types of books and magazines, may I suggest you get a history of American journalism and see the development of the methods and machinery that our papers use today. Don't let the word "history" scare you, most journalism historians don't write like others.

Nevada Foreman Retires

P. R. Halleland, mechanical superintendent of the Nevada *Journal*, has retired following 32 years with this newspaper.

Bigger Page at Gilman

The *Central Iowa Journal* at Gilman has announced an increase in page size. The page is one column wider and four inches deeper.

Thorpes Have Anniversary

Thorpe Publications of Des Moines had an open house in late February in observance of their 30th anniversary.

Begins Business Feature

The *Van Buren County Register* has begun devoting a full page in alternate issues to describing county business firms.

Halversons in Fort Riley

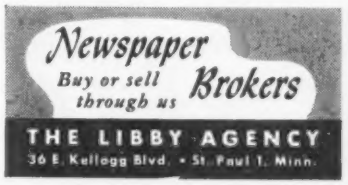
Lt. Col. and Mrs. Ken Halverson, former Primghar *Bell* publishers, are in Fort Riley, Kan., where he is stationed following Korean duty.

Vierth Back at Sumner

Veteran Iowa printer Frank Vierth has rejoined the Sumner *Gazette* plant part-time. He has been in the trade for 62 years.

Visited By Girl Scouts

A local girl scout troop recently visited the Sheldon *Mail* to learn about newspapering.



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Tip for Iowa Editors

Teams of Ames Students Prepare Special Editions

By Gene Chamberlin

Iowa State College Student

Where can I get a reporter or ad man? That's what a lot of Iowa publishers want to know.

We all know there's a shortage of young people interested in the small-newspaper field. And most of us don't quite know what to do about it. But the department of technical journalism at Iowa State college in Ames has a "training by experience" program for its students that gives weekly publishers a chance to convert college journalists into seriously considering the small-newspaper field.

This spring – like each spring for more than 25 years – the college is sending out some of its better students to publish certain Iowa weekly newspapers. They spend their vacation between winter and spring terms (which is the middle of March) selling all the advertising, writing all the stories and editorials, doing all the editing and making all the page dummies for the edition they publish.

About ten students go to each paper on what they call their "spring trip." Usually the college sends a team like this to each of four weekly Iowa newspapers. This year, on account of a shortage of students with advertising experience, there are only two papers in the project – the Toledo *Chronicle* and the Eagle Grove *Eagle*.

Student staffs on these two papers are as follows:

Toledo *Chronicle* (Jim Bruce owner): Jim Ross, editor; Norman Still, business manager; Mary Jo Scalla, advertising manager; Jack Nicholson, advertising salesman; Margaret Sandifer, women's editor; Stan Meyer, farm editor; Ray Kooser, sports editor; Doris Jirsa, reporter; Millie Willett, reporter; Jim Rutter, photographer.

Eagle Grove *Eagle* (M. B. Crabbe owner): Keith Remy, publisher; Earl Minser, editor; Jim Mullins, business manager; Dean Raber, advertising manager; Bonita Berka, advertising salesman; Jane Montgomery, women's editor; Dick Seim, farm editor; Jack Pease, sports editor; Betty Lou Quick, reporter; Donald Kelley, photographer.

Now having ten college kids under foot for a week plus two or three weekends before their edition comes out might sound like a lot of nuisance. But it can help the publisher in many ways.

Almost every paper the students have ever visited has picked up one or two students to work for it at least for the next summer. Some are able to follow this up and hire the students on a permanent, full-time basis after graduation. And many of the students that the publisher may never see again decide to go into the small newspaper field of journalism, instead of magazine or television.

A publisher can make good money on his student edition, too. The publisher pays only food, transportation and housing expenses for the students while they are in his town. In return he can get the biggest edition of the year for his paper and run a heavy percentage of advertising – some run as high as 75% in more than 40 pages.

And imagine putting out your paper with four to six full-time newsmen. That's what you have on spring trips. Last year the student journalists printed 85 feature stories in Carl Hamilton's Iowa Falls *Citizen*, plus 74 pictures in a 36-page paper that was 70% advertising.

It might seem terrifically expensive to use that many pictures in one issue. Most publishers find, however, that it is cheaper to use engravings than to pay over-time wages to printers for setting type to fill that space.

Student editions also seem to be circulation-builders for publishers. The students do a lot of good-will building and personally contact many readers of the papers while getting stories and selling advertising. Usually they interview more than 100 people to write their stories, and may call that many more to conduct a telephone opinion poll.

The students certainly break the monotony for the publisher. He becomes a teacher instead of a workhorse when the students come. The publisher may put in more hours than usual while the students are there, but it's a different kind of work. It's fun.

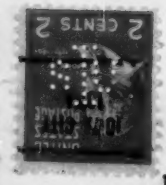
And spring trips have tremendous value for these future journalists, too. For most of them it's the first time they've had a chance to work on a commercial newspaper. And here the shop is small enough so that they can get an over-all picture of what their particular interest has to do with newspaper publishing, and how all phases of publishing the newspaper tie in together.

While the publishers are looking over the students as possible employees, the students are looking the publishers over as possible employers. Usually the students have a good choice of jobs – either for a summer or permanent – but here they have a chance to observe the practices of the newspaper and publisher.

The spring trips nearly always create new interests in journalism for the students. They often wonder if they are really studying the profession that holds the most interest for them. After working day and night for a week in actually putting out a paper, they have a pretty good idea of whether they really like journalism or not.

More and more publishers every year are wondering what they can do to get the Iowa State student journalists to put out an edition of their paper. Actually it is pretty hard to get them to come to your town. There are more papers who want the students to visit them than there are teams of students to be sent out.

But if you are interested or would like to get more information on the spring journalism tours, you can get it by writing Kenneth R. Marvin, Head, Department of Technical Journalism, Iowa State College, Ames, Iowa.



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